

TITL vs FTC Market Sample '19

WATER

TITL mg/cig

FTC mg/cig

FILTER
BRANDS:

NON-FILTER
BRANDS:

TITL and FTC WATER DATA REGRESSIONS

$$\text{TITL} = 1.0921(\text{FTC}) + 0.2821$$

$$\text{TITL Avg.} = 3.0$$

$$\text{FTC Avg.} = 2.5$$

$$\text{Std. error, slope} = 0.0135$$

$$\text{Std. error, intercept} = 0.0379$$

$$\text{TITL} = 1.0259(\text{FTC}) + 1.0605$$

$$\text{TITL Avg.} = 4.5$$

$$\text{FTC Avg.} = 3.4$$

$$\text{Std. error, slope} = 0.0758$$

$$\text{Std. error, intercept} = 0.2595$$

PM3000763594